

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: Margaret Aleles et al. Confirmation No.: 5056  
Application No.: 10/695,686 Group No.: 3626  
Filed: October 29, 2003 Examiner: Rachel L. Porter  
For: METHOD FOR PROVIDING PERSONALIZED PROGRAMS TO  
RETAIL CUSTOMERS

**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

**Response to Notice of Non-Compliant**  
**Amendment (37 CFR 1.121)**

Sir:

In response to the Notice of Non-Compliant Amendment (37 CFR 1.121) mailed July 23, 2009, the time for response thereto being August 23, 2009, applicant resubmits the **amendments to the claims** to clarify the amendment made to Claim 4. Applicant was deleting the hyphen between the words "wherein-data" but after review of the file is in agreement with the Examiner that the hyphen does not appear in the current claims on file. Therefore claim 4 is not amended in the current amendment attached.

---

**CERTIFICATE OF EFS SUBMISSION (37 C.F.R. § 1.8(a)(1)(1)(C))**

I hereby certify that on August 4, 2009, that this correspondence is being submitted to the Patent and Trademark Office via the Office Electronic Filing System in accordance with § 1.6(a)(4).

/Margaret Turner/  
Signature

Margaret M. Turner, Patent Paralegal  
Type or print name of person certifying